



## 2008 Idaho Travel Guide Display Advertising Rate Card

Display and Premium advertisements are multi-column ads located in the regional City Information and winter pages of the Travel Guide, with the exception of the guided outdoor section.

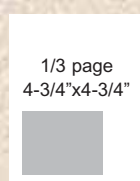
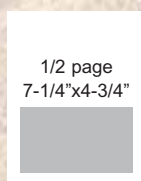
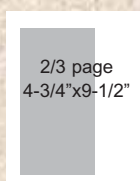
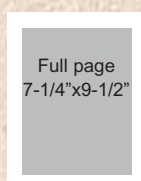
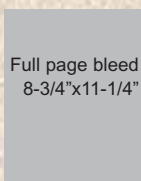
### Rates:

Premium Ads	Sizes	4-color rate
Inside Front Cover	8-3/4" x 11-1/4"	\$9,675
Inside First Page	8-3/4" x 11-1/4"	\$9,675
Inside Back/Map Cover	8-1/8" x 10-7/8" (trim size)	\$9,675
Back Cover Ad	8-1/8" x 6-5/8" (trim size)	\$10,650

Display Ads	Sizes	4-color rate
1/3 page	4-3/4" w x 4-3/4" h	\$2,525
1/2 page	7-1/4" w x 4-3/4" h	\$3,675
2/3 page	4-3/4" w x 9-1/2" h	\$4,525
Full page	7-1/4" w x 9-1/2" h	\$6,325

(Bleed: 8-3/4" w x 11-1/4" h - trim: 8-3/8" wx 10-7/8" h)



**Deadlines:** Space: September 7, 2007 • Materials: September 14, 2007

#### Custom Design Ad Supplied by Advertiser:

Accepted Data Formats: • PDF/X-1 or High Resolution PDF • High Resolution TIFF or .eps • Mac, Quark 6 compatible

Supported Media: • E-mail attachment • CD-ROM • FTP upload

Media Labeling Requirements: • Ad Name & Client Name • Agency Contact, Name and Phone Number • List of Contents

Content Proofs: • Please provide a hard copy proof

Other Instructions: • All files must be Process/CMYK (no spot colors or RGB)

• Note: ad materials will not be returned

Advertisers can request which sections their ads appear; although, specific page placement within a selected section is not guaranteed. All advertising material is subject to the approval of the publisher. Please see back of space order/contract for all terms and conditions.

### Send Ad Materials to:

es/drake  
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Production / FTP questions:  
Jim Hadley 208.342.0925 x 1022

Contract questions:  
Amanda Burgess  
208.342.0925 x 1025

For more information or to answer any questions, please contact Amanda Burgess at 208.342.0925 x 1025, or email at aburgess@esdrake.com

www.visit **IDAHO**.org  
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